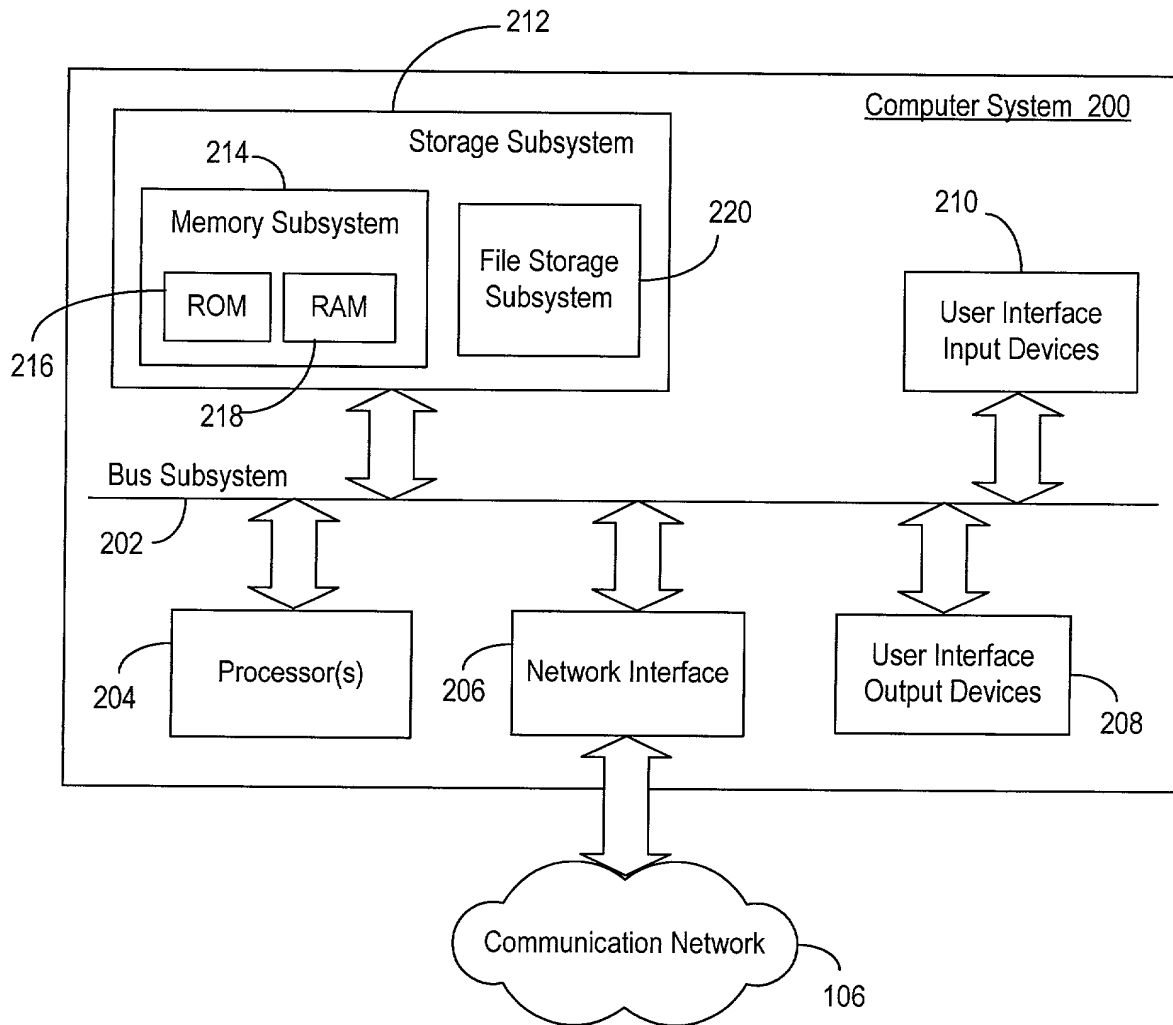
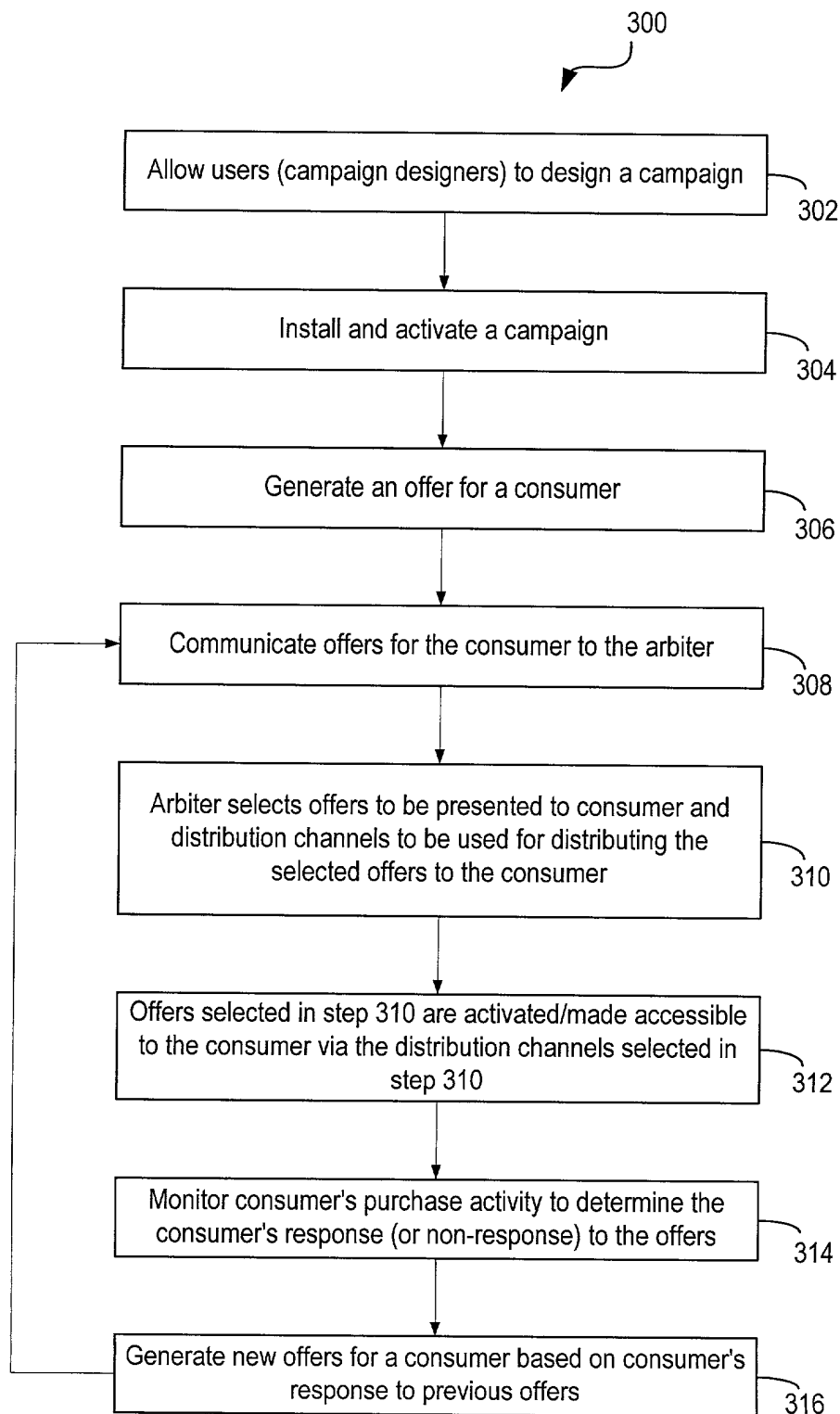


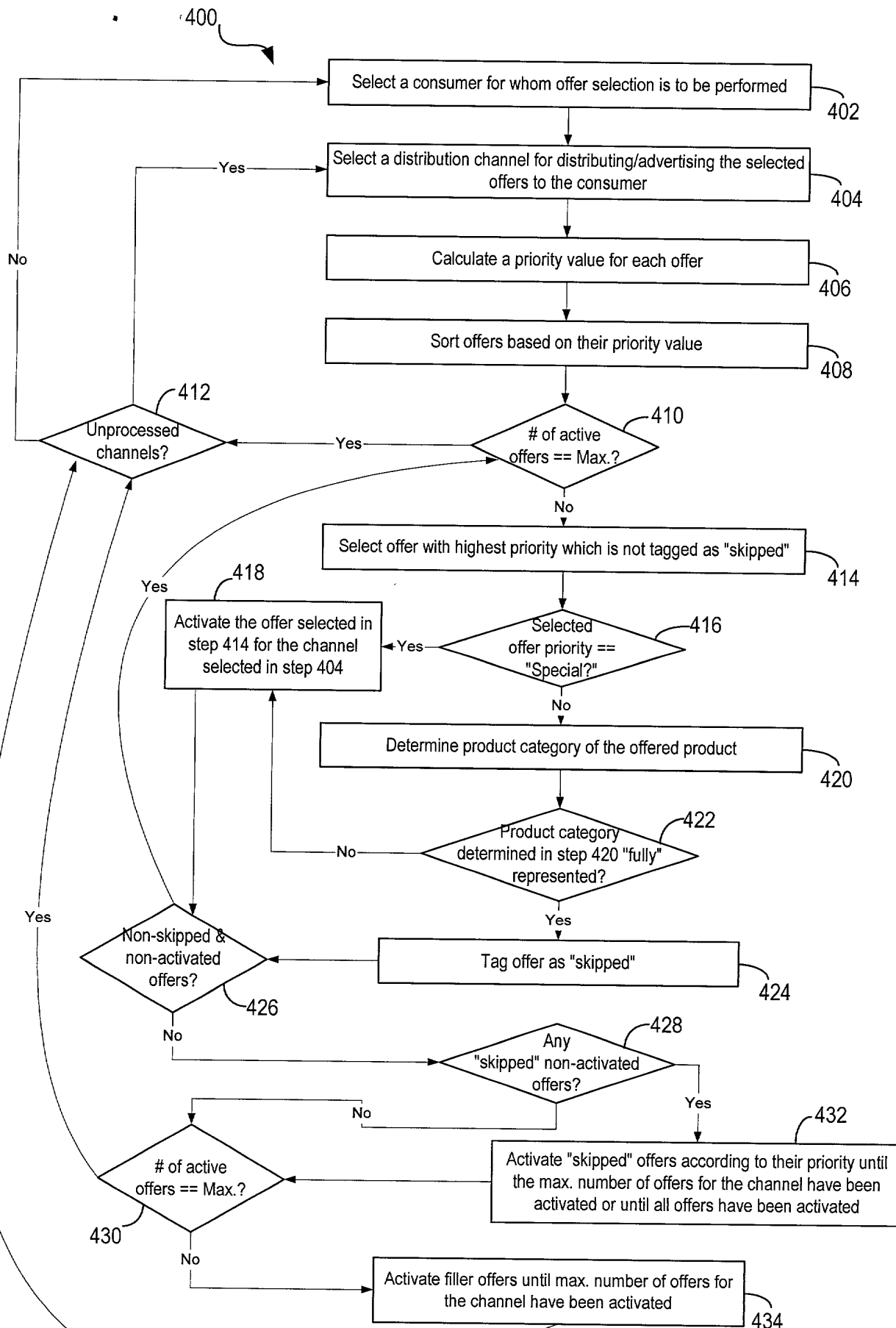
**Fig. 1**



**Fig. 2**



**Fig. 3**



**Fig. 4**

500 502 504 506 508 510 512 514 516 518 520 522 524 526 528

500

502

504

506

508

510

512

514

516

518

520

522

524

526

528

The screenshot shows a software window titled "Dog Snack Trial" with a menu bar containing "File" and "Campaign". The main content area is divided into several sections:

- Template:** A dropdown menu showing "Generic campaign".
- Name:** A text field containing "Dog Snack Trial".
- Campaign start:** A date field showing "Thu 11/18/1999".
- Campaign end:** A date field showing "Wed 01/19/2000".
- Min Tlog history:** A field showing "365" with a "Days" unit selector.
- Incented products:** A list box containing "Beggin Strips". To its right are buttons for "Edit", "Delete", and "New".
- Tactics:** A list box containing "Edit". To its right are buttons for "Edit", "Delete", and "New".
- Observations:** A large empty text area.

Handwritten labels with arrows point to various elements: 500 points to the window title bar; 502 points to the "Campaign" menu; 504 points to the "Name" field; 506 points to the "Campaign start" date; 508 points to the "Campaign end" date; 510 points to the "Min Tlog history" value; 512 points to the "Incented products" list box; 514 points to the "Edit" button for products; 516 points to the "Delete" button for products; 518 points to the "New" button for products; 520 points to the "Tactics" list box; 522 points to the "Edit" button for tactics; 524 points to the "Edit" button for observations; 526 points to the "Delete" button for observations; and 528 points to the "New" button for observations.

Fig. 5

600  
↓

**incented\_products**

Beggin Strips

Name Beggin Strips

Advertised Product 604 ☐ beggininst.

Shelf Price \$3.00 606

Club price \$2.50 608

Good \$2.50 610

Better \$2.25 612

Best \$2.00 614

Break Even Retail \$1.50 616

Min ad availability 7 ☐ days 618

Max ad availability No Limit ☐ days 620

Limit per trip 3 ☐ items 622

Limit per shopper No Limit ☐ items 624

Priority 626

low 9 8 7 6 5 4 3 2 high

Ad Optional After Never ☐ offers

Shopper budget \$0.00 630

Min Product Budget \$ 632

Target Product Budget \$ 634

Max Product Budget \$ 636

Min CPG Budget \$ 638

Target CPG Budget \$ 640

Max CPG Budget \$ 642

602

000001-94441650

Fig. 6

700  
↓

Observation

dog food buyers

Name dog food buyers

Scope shopper

Type: int

Measurement Occasions

Products

dog food

Time Unit TLog Interval

Specify start date Thu 11/18/1999

Specify end date Wed 11/18/1998

Description

Import

OK Cancel

Fig. 7

5

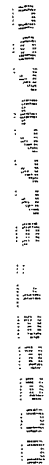


Fig. 8



900  
↓

**Shoppers**

buys dog food

Name: buys dog food

Combine criteria with: and

Add New Criterion: Decile Preferred Product Named Shopper Set Comparison

904 906 908 910

Observations:

912 dog food buyers Edit Delete New

Comparison Operator

Criteria: >=

914

Amount: 2

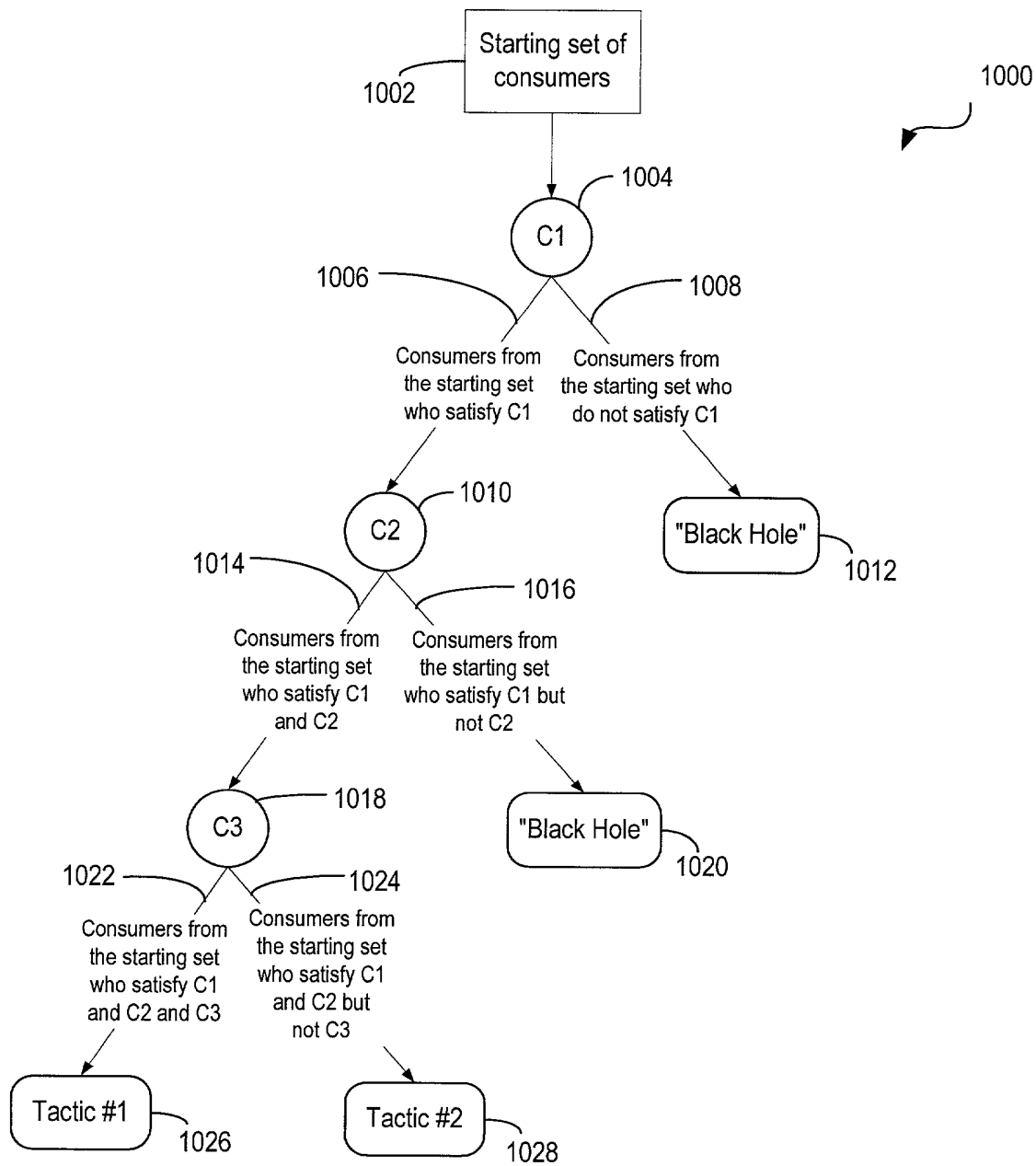
916

Expression: ((dog food buyers >= 2))

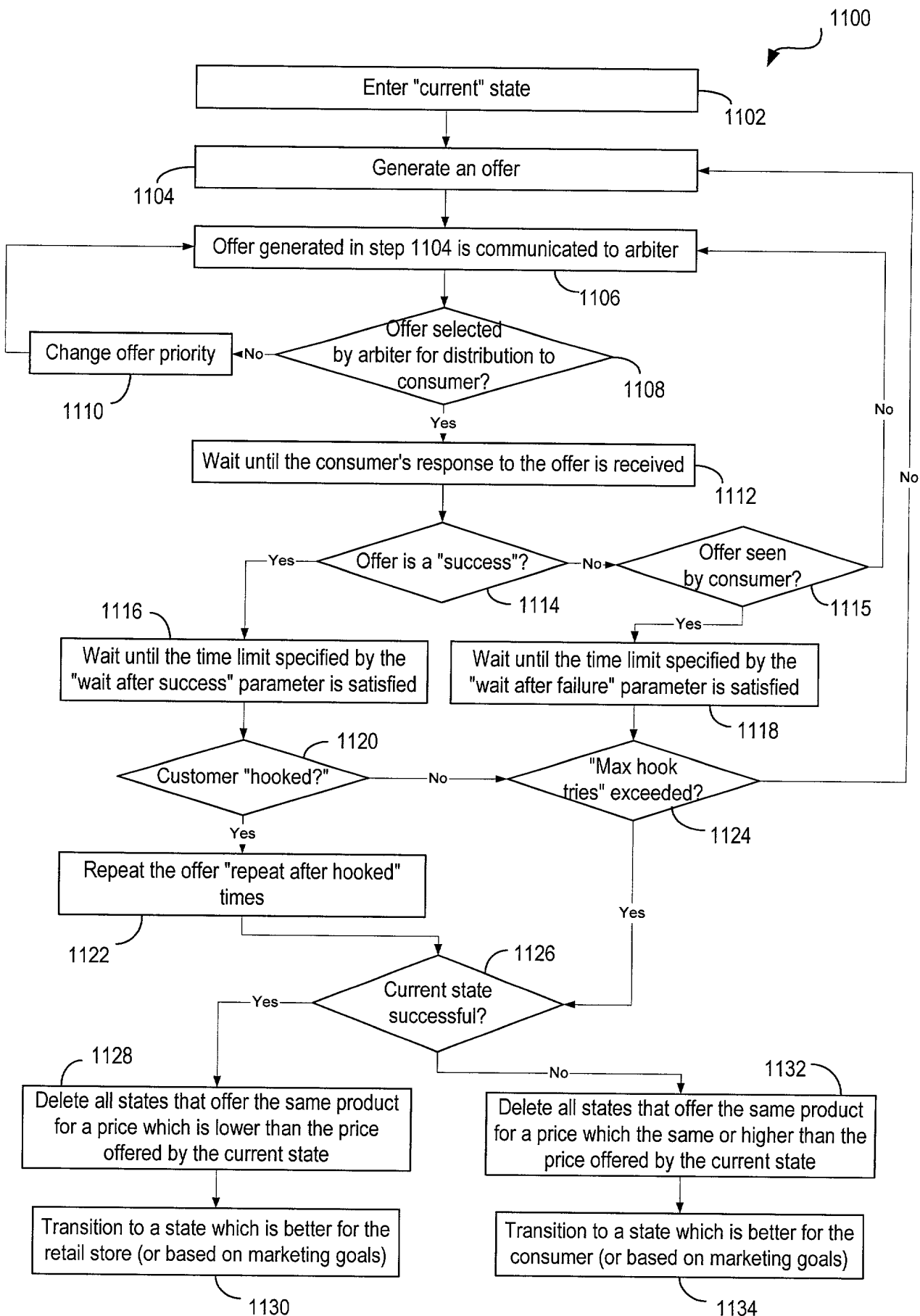
918

OK Cancel

Fig. 9



**Fig. 10**



**Fig. 11**

1200  
↓

**Tactic**

dog snack trial Incentive

Name: dog snack trial Incentive

Start: Intented Product Tier

↑ Better for store

1204-a	<input type="radio"/>	Beggin Strips	▼	Edit	Delete	New	Good	Insert Delete Add
1204-b	<input type="radio"/>	Beggin Strips	▼	Edit	Delete	New	Better	
Shopper States	<input type="radio"/>	Beggin Strips	▼	Edit	Delete	New	Best	

↓ Better for shopper

Wait After Success: 0 days

Wait After Failure: 0 days

Max Tries To Hook: 2

Hook Count: 2

Repeats after hooked: 2

Priority: low 9 8 7 6 5 4 3 2 high

OK Cancel

1204-a

1204-b

Shopper States

1204-c

1214

1212

1216

1220

1222

1224

1226

1228

1230

1202

1206

1208

1210

Fig. 12